



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 193989

Schedule Dates 08/20/12-08/31/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est. 1617 OFA SKED C 8/18-8/31 (71026)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/Candidate/1617 SKEDC 8/18-8/31
Account Types Local/Political Candidate Agency/
Billing Type Calendar
Comments

Date Entered 08/17/12
Last Modified 08/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,440.00
Net Total \$110,160.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Aug. 2012 114 \$129,600.00
Grand Total: 114 \$129,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	9A- LIVE!	8	X	X	X	X	X			16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/17/12
2.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	10A- RACHAEL RAY	8	X	X	X	X	X			16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/17/12
3.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	10:58A- ABC-THE VIEW	8	X	X	X	X	X			16	\$1,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/17/12
4.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	12:57P- ABC-THE CHEW	8	X	X	X	X	X			16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/17/12
5.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	3P- ABC-GENERAL HOSPITAL	3	X	X	X	X	X			6	\$1,800.00	\$10,800.00	WJLA Arlington (WJLA)		8/17/12
6.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	3:59P- ANDERSON COOPER SHOW	2	X	X	X	X	X			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/17/12
7.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA	5	X	X	X	X				10	\$1,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/17/12
8.0	Normal Line / SPOT	08/24/12-08/31/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA							2		4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/17/12
9.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			10	\$1,600.00	\$16,000.00	WJLA Arlington (WJLA)		8/17/12
10.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	2033-1- WHEEL OF FORTUNE	4	X	X	X	X	X			8	\$2,600.00	\$20,800.00	WJLA Arlington (WJLA)		8/17/12
11.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	2033-2- JEOPARDY	4	X	X	X	X	X			8	\$2,800.00	\$22,400.00	WJLA Arlington (WJLA)		8/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

Media: TV
Client: Obama for America
Product: Candidate Orders
Estimate: 1617
Description: OFA Sked C 8/18-8/31
Version: 1

Market: Washington, DC
Demo: Adults 35+
Separation: 30
Flight Start: 8/18/12
Flight End: 8/31/12
Survey:

Vendor: WJLA-TV
AE: Susan Petro
Phone:
Fax:

Billing To: GMMB
 1010 Wisconsin Avenue, NW, #800
 Washington, DC 20007
Phone: 202-572-2852
Fax: 202-338-2334

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/18	8/25	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00	C 30	8	8	16		
2	MTuWThF 10:00A-11:00A (RACHEL RAY)	DT	\$500.00	C 30	8	8	16		
3	MTuWThF 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	8	8	16		
4	MTuWThF 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	8	8	16		
5	MTuWThF 3:00P-4:00P (GENERAL HOSPITAL)	EF	\$1,800.00	C 30	3	3	6		
6	MTuWThF 4:00P-5:00P (ANDERSON)	EF	\$1,000.00	C 30	2	2	4		
7	MTuWThF 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	7	7	14		
8	MTuWThF 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C 30	5	5	10		
9	MTuWThF 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,600.00	C 30	4	4	8		
10	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,800.00	C 30	4	4	8		
Total Spots:					57	57	114		
Total GRP/GIMP(000):					0.0	0.0		0.0	
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
8/2012	\$129,600.00 - 114	\$0.00 - 0	\$129,600.00 - 114						
Total Gross Cost: \$129,600.00					Total Gross CPP: \$0.00				
Total Net Cost: \$110,160.00					Total Net CPP: \$0.00				